

2011

THE ELECTRICAL AND DATA PRODUCTS EXPO

Electric League Trade Show

April 5 - 6, 2011
Overland Park Convention Center



www.electricleague.org



April 5-6, 2011
Overland Park Convention

24th Triennial Trade Show of the Electric League of Missouri & Kansas

April 5-6, 2011
Overland Park Convention Center
6000 College Blvd.
Overland Park, KS 66211

Schedule

Monday, April 4

1 – 11:45 p.m. (no forklifts available after 4:30)

Exhibitor Set-Up

Tuesday, April 5

8 a.m. – 1 p.m.

Exhibitor Set-Up

3 – 8 p.m.

Exhibits Open

Wednesday, April 6

11 a.m. – 7 p.m.

Exhibits Open

7 p.m. – 10 p.m.

Exhibit Removal

Thursday, April 7

8 a.m. – Noon

Exhibit Removal

How to participate

1. Review these materials to see how the 2011 Electric League Trade Show will benefit you and your business.
2. Complete the enclosed contract and return it with your deposit check (50% of total booth costs), no later than January 7, 2011. or,
3. Register at www.electricleague.org/trade.htm

Contact

Kim Weitzel or Jane Male, CAE

816-561-5323

816-561-1991 (FAX)

www.electricleague.org/trade.htm

A word from our sponsor

Information in this brochure and in the enclosed contract and guidelines has been provided to help ensure that all exhibitors enjoy a successful and productive show. Representatives of the Electric League of Missouri & Kansas (ELMK) will be glad to answer any questions not covered in this brochure.

Who should participate

Manufacturers, re-manufacturers or suppliers of products, tools, equipment, supplies or services used by the electrical or voice/data/video communications industry. This includes companies in the commercial, industrial, residential, utility and electronic/communications sectors of the industry. In the past, exhibitors have ranged from construction materials to electrical heating equipment and lighting fixtures. While membership in the ELMK is encouraged, it is not required.

Where is the show

The Overland Park Convention Center is a state-of-the art meeting facility with many wonderful amenities to help you stay in touch while you are away from the office. You are able to sip great coffee or cappuccino while checking in with the office at the Cyber-Café. You will also enjoy the unique paintings and sculptures that make this venue like no other.

Financial matters

For ELMK members, the price for each 10' x 10' space is \$1,200 per booth. For nonmembers the cost is \$1,500 per booth. Additional charges will be applied for shipping, tables, chairs, electricity, etc.

A 50 percent (50%) deposit for each space requested must accompany your signed contract by January 7, 2011, with payment in full by February 7, 2011.

Booth space will be assigned on January 14 with priority being given to those exhibitors with the most spaces reserved, those who have exhibited in the past, and based upon date of receipt of signed contract and deposit.

Exhibit information

Exhibit space is fully carpeted, and the ELMK will provide cloth backing, side dividers and a 7" x 44" sign identifying your company and booth number. The official decorator can provide electrical power and furnishings, such as chairs, tables and special equipment. An order form for these items will be sent upon receipt of final payment for your booth space.

Installation, opening and closing

The exhibit hall will open at 1:00 p.m. April 4 for exhibit installation. Exhibits must be fully installed by 1:00 p.m. on April 5. Security will be provided for those times the show is closed. The Show will open at 3:00 p.m. on Tuesday, April 5, and close on Wednesday, April 6, at 7 p.m.

Attendance features

The Best “Green” Product for 2011

Exhibiting companies have an opportunity to enter their 2011 green product in a competition at the Electrical and Data Expo. If you are interested, a \$25 fee



payable to the Electric League Foundation to benefit the scholarship program is requested. State on the exhibitor agreement that you have an interest and additional material will be sent to you for registration. Nearly 30 companies participated in the last competition. The exhibitor who wins will be recognized with a ribbon and certificate.

One Minute on the Mic – TAKE ADVANTAGE!

Want your company to have the “spot light”? Consider a one-minute mic spot to promote your company, your newest products and invite attendees to your booth. This new PR spot will allow you to capture the ears of every attendee on the trade show floor. One minute promos will be offered every 30 minutes during trade show hours. The cost for one minute on the mic will be \$100 for members and \$125 for non-members. Take advantage of this opportunity to maximize your attendance at your booth. Availability is limited. First-come, first served. If interested, please contact Kim Weitzel at the Electric League office (816-561-5323) to schedule your time slot.

HOTEL AND MEETING ROOMS: The following hotels are located near the Convention Center.

Chase Suite Hotel

6300 West 110th Street
Overland Park, KS 66211
Contact: Heidi Shelton
913-491-3333
Distance from convention: .48 mile

Drury Inn & Suites

10963 Metcalf Ave.
Overland Park, KS 66210
Contact: Wendy Smith
913-345-1500
Distance from convention: .70 mile

Courtyard by Marriott

11001 Woodson,
Overland Park, KS 66211
Contact: Shane Somers
913-317-8500
Distance from convention: .19 mile

Pear Tree Inn

10951 Metcalf Ave.
Overland Park, KS 66210
Contact: Wendy Smith
913-383-2550
Distance from convention: .70 mile

Hilton Garden Inn

5800 College Boulevard
Overland Park, KS 66211
Contact: Sharon Bellinfante
913-345-2661
Distance from convention: .12 mile

Sheraton Overland Park

Hotel at the Convention Center
6100 College Boulevard
Overland Park, KS 66211
Contact: Ron Boxberger,
913-234-2112
Distance from convention:
attached by walkway

Holiday Inn Suites

10920 Nall Avenue
Overland Park, KS 66211
Contact: Jayne Hopkins
913-312-5991
Distance from convention: .48 mile

Continuing Education Opportunities

Classroom space is available for interested exhibitors to offer CEU classes at no additional cost to you. Available sessions will be held during trade show hours; however opportunities are limited and offered on a first come-first served basis. The Trade Show Committee will determine final sessions offered. If interested, please contact Kim Weitzel at 816-561-5323 or kweitzel@swassn.com.

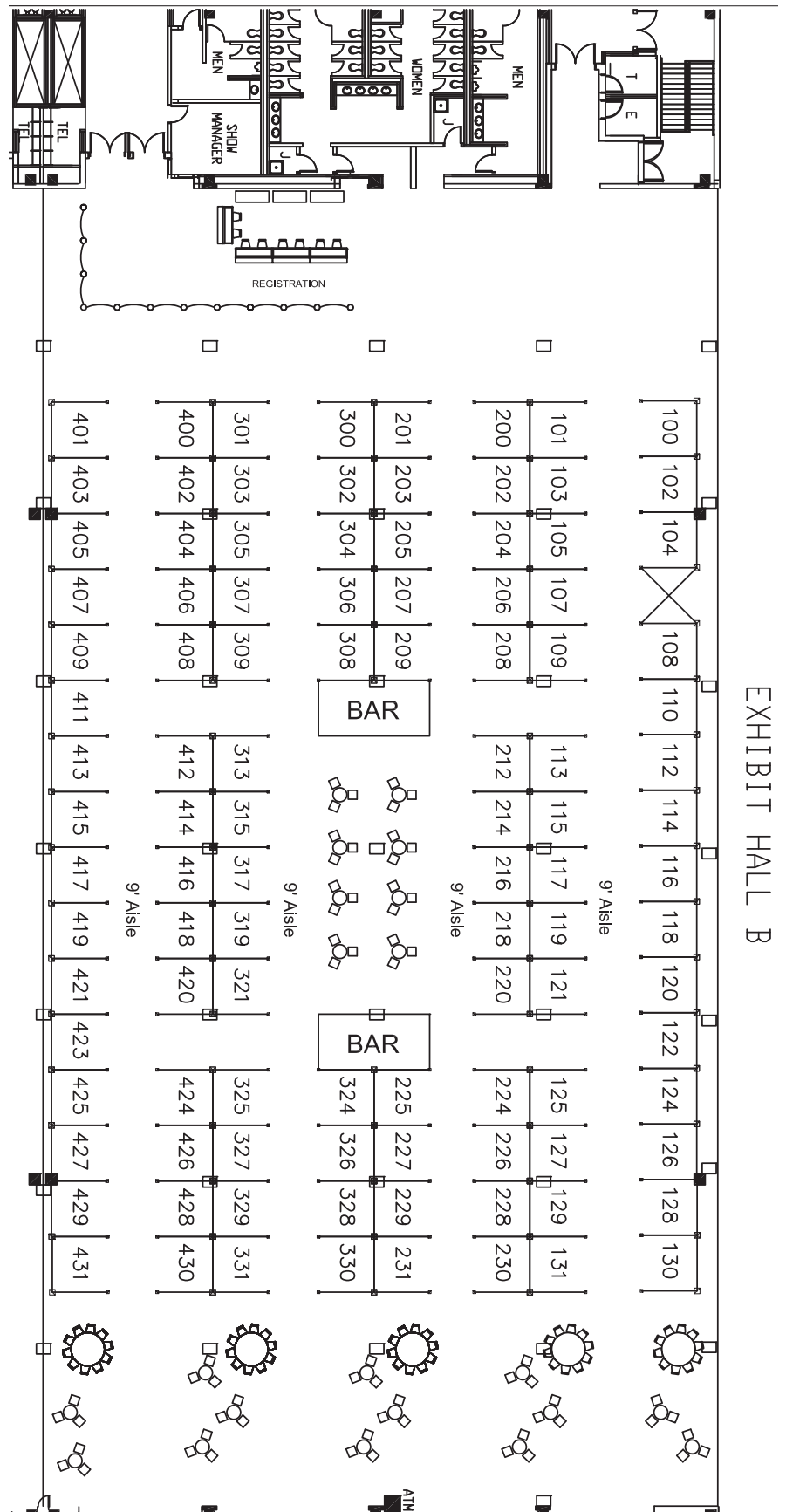


2011 THE ELECTRICAL AND DATA PRODUCTS EXPO

2008 exhibitors and number of booths purchased

API, Inc.	1
Associated Air Products	1
BICSI	1
C&O Electric Sales	10
Cleaves-Bessmer-Marietti	10
Comet Industrial Products	1
Cooper B-Line	1
Cooper Bussmann	1
Cooper Crouse-Hinds	2
Cooper Power	1
Cooper Lighting	1
Cummins Central Power	1
Cutler Hammer	1
Dean Engine Systems	1
Electric League of MO & KS	1
Electrical Midwest	1
Erico	1
Ericson (Current Solutions)	1
FCI Burndy Products	1
Federated Mutual Insurance	1
Foley Group	7
GE Consumer & Industrial	2
Halex Company	1
Harger Lightning & Grounding	1
Howard Lighting	1
Hubbell Wiring Device-Kellem	1
Ideal Industries	3
IEC	1
Kansas City Metro Area Utilities	4
Leviton	1
Magnepull	1
Mark One Electric	1
Meglio-ESI	4
Mercer-Zimmerman	6
Mid-America Power Systems	1
MSA	1
MWE Inc.	11
Osram Sylvania	1
Panduit Corp.	1
Pathway Engraving	1
Philips Lighting Company	2
Power Equipment Sales	3
Power Protection Products	1
Precision Electrical Sales	5
Premier Lighting	1
RA Sales	2
Rains Electrical Sales	4
Ramset	1
Schooler & Assoc. Inc.	6
Siemens	2
South Wind Sales & Marketing	2
Southwire	2
Square D Company	4
Thomas & Betts	2
Walker-Loudermilk	6

2011 EXPO FLOORPLAN



ELECTRIC LEAGUE OF MISSOURI & KANSAS

2011 TRADE SHOW



EXHIBITOR AGREEMENT

THIS AGREEMENT is made and entered into on the date written below by and between the Electric League ("League") and the undersigned exhibitor ("Exhibitor").

1. **EXHIBITOR SPACE.** League hereby permits Exhibitor to use and occupy and Exhibitor agrees to use and occupy the Exhibition Space Exhibitor described as: 1st Choice: ____; 2nd Choice: ____; 3rd Choice: ____; 4th Choice: ____; 5th Choice: ____; 6th Choice: ____ or such comparable space as League reasonably may substitute therefore, for and during the ELECTRIC LEAGUE TRADE SHOW on April 5-6, 2011.

2. **RENT AND PAYMENT.** Exhibitor agrees to pay League the sum of \$ _____ as rental for said space, payable as follows:
a. A deposit of \$ _____ (50% of total due) shall be paid and delivered with this Agreement no later than January 7, 2011.
b. The balance of \$ _____ shall be paid no later than February 7, 2011.

3. **COMPLIANCE WITH RULES AND REGULATIONS:** Exhibitor agrees to comply with all laws, ordinances, rules, regulations and contract provisions that are applicable to use of the exhibition facilities, including, but not limited to the rules and regulations attached hereto and made a part hereof.

4. **INSURANCE.** Exhibitor agrees to procure at its own expense a policy of comprehensive general liability insurance with coverage and limits sufficient to insure against liability for personal injury or death, property damage, or other loss arising out of or resulting from the actions or use of exhibition space by Exhibitor and its officers, employees, agents, subcontractors, suppliers, and invitees.

5. **INDEMNIFICATION AND HOLD HARMLESS CLAUSE.** Exhibitor covenants and agrees that it will protect, indemnify, save harmless and defend the League, its directors, officers, agents, and employees, from and against any and all loss, cost, damage, expense (including attorneys' fees), and claims for damage, death or injury of any kind whatsoever to any person or any property howsoever occurring in, upon or about the Exhibition Space or the improvements, thereon, or arising from any accident, injury, death or damage occurring outside the Exhibition Space where such accident, damage, death or injury results or is claimed to have resulted in whole or in part from an act or omission on the part of the League, Exhibitors or their contractors, licensees, concessionaires, agents, representatives, servants or employees, including, without limiting the foregoing, the following: claims by reason of the inaccuracy or misleading nature of any statement, representation or (express or implied) warranty of Exhibitor made during his exhibition or otherwise, including untrue statements of material facts or omissions to state material facts necessary to make the statements not misleading; loss or injury arising out of strict liability or tort, or any claim of strict liability in tort, imposed upon Exhibitor for placing goods (such as equipment or machinery) on display or on the market having any defect, or claimed to have any defect; the condition of the Exhibition Space, or by reason of the management, control and operation thereof, whether caused by the League, its agents or employees, or otherwise; any penalty whatsoever or any special, liquidated, direct or consequential damages, such as but not limited to lost profits or revenues, time lost, expenses of labor, transportation, installation, removal from the line or for any other damage or injury suffered by Exhibitor or any other person.

6. **LICENSE.** Exhibitor shall be responsible for securing any and all necessary licenses or consents for securing any and all necessary licenses or consents for any (a) performances, displays, or other uses of copyrighted work or patented inventions, and (b) use of any name, likeness, signature, voice or other impression, or other intellectual property owned by any third party which is used, directly or indirectly, by Exhibitor. The Exhibitor agrees hereby to indemnify, defend, and hold the League harmless from and against any claim of liability and any incident or resulting loss, cost, or damage (including cost of suit and attorneys' fees) for failure to obtain said licenses or consents and/or infringements or other violations of the intellectual property rights of privacy or publicity of any third party.

EXHIBITOR AGREES NOT TO ASSIGN THIS AGREEMENT OR SUBLET THE EXHIBITION SPACE.

Space no.(s) _____ hereby assigned.

Association:

ELECTRIC LEAGUE OF MISSOURI & KANSAS

By: _____

Kim Weitzel

Associate Executive Director

PO Box 419264

Kansas City, MO 64141

Exhibitor: _____

By: _____

Date: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

Website: _____

PAGE 2:

EXHIBITOR INFORMATION FOR THE 2011 ELECRIC LEAGUE OF MISSOURI & KANSAS TRADE SHOW

This material has been developed for the purpose of providing a well-balanced, well-regulated, attractive and successful show. In an effort to provide the greatest good to the greatest number, the Electric League of Missouri & Kansas ("League") shall have the power to interpret the rules and regulations and to amend them for the best interests of the entire show. All interpretations and amendments shall bind the Exhibitor.

TRADE SHOWS INFORMATION RULES AND REGULATIONS

1. Eligibility.

- A. Eligibility is limited to persons or firms who manufacture, remanufacture or supply products, tools, equipment, supplies, or services used by the electrical industry. Consumer items such as televisions, radios, and appliances shall not be eligible.
- B. Membership in the League is encouraged, but is not mandatory.
- C. Exhibitors will be limited to manufacturers and their representatives. It is not open for displays by distributors, retailers, or non-industry exhibits. Distributor and retail salesmen will be prohibited from working in booths unless approved by the League.
- D. Persons or firms who have not officially contracted for exhibit space will not be permitted to display merchandise, solicit orders, or distribute literature on the exhibit premises.
- E. Non-exhibiting manufacturers and agents of products competitive to those on exhibit will be restricted from visiting the Trade Show during the hours in which the Show is open to the Industry but may, by special permission, visit the Show during the closed hours.

2. **Space Fees.** The price for each 10 foot x 10 foot booth is \$1,200 for League members. For nonmembers, the cost is \$1,500 per booth. A 50 percent deposit for each space requested shall accompany the signed contract. Payment in full shall be made by February 7, 2011. Exhibit space not paid for by February 7, 2011, shall be released and reassigned at the discretion of the League, and fees paid shall be forfeited to the League.

3. Use of Space

- A. Exhibitor space shall be used to display only the items set out in the contract. Exchange of purchase contracts is prohibited on the sale floor.
- B. Exhibitor shall not allow nails, screws, or tacks to be driven into the building walls, materials to be taped to the building walls, or deface same in any way. Precautions must be taken to protect the carpeting. Exhibits must comply with local fire safety requirements. Exhibitor agrees to repair at its expense any damage caused to the building.
- C. League reserves the right to restrict exhibits which are objectionable to adjoining Exhibitors and to prohibit any Exhibitor activity which may detract from the general character of the show.
- D. Operation of engines or motors which are of internal combustion nature are prohibited in the Exhibit Hall.
- E. Regular and specially built back walls, including signs may not exceed an overall height of eight (8) feet. Maximum booth height of eight (8) feet may extend out three (3) feet from the back wall.
- F. No use of microphones, loudspeakers, or other amplifying public address devices, without consent of League. All displays, interviews, conferences, distribution of literature and lectures will be made within the confines of leased booth space.
- G. Any conferences, meetings, solicitation of business, or canvassing in leased space is not permitted except in the interest of the corporation, company, or individual whose name appears on the firm name sign.
- H. All signs will be limited to eight (8) feet in height, and all displays requesting more than eight (8) feet in height must secure prior approval from the League.
- I. Obstruction of neighboring exhibit will not be permitted. Unfinished portions of exhibit facing other booths must be made presentable at the Exhibitor's expense. The use of combustible material such as paper and cardboard is prohibited. All fabric material must be flame proof. All plumbing, heating and electrical work must be in accordance with municipal safety codes.

4. **Space Allocation.** In the interest of sponsoring a well-balanced show, League reserves the right to decline any application entirely or to grant less space than requested. Booth space will be assigned on a first-come, first-served basis; upon receipt of signed contract and booth space deposit. The League will also take into consideration the number of booths purchased, previous participation in League Trade Shows and company participation in League sponsored events.

5. **Booth Specifications.** All booths are 10 foot x 10 foot and will have an eight (8)-foot high cloth backing and three (3)-foot high side dividers. No booth shall exceed eight (8) feet in height. Exhibit space is fully carpeted. League will provide a 7" x 44" company identification sign with booth number. Electrical power and other furnishings will be available at extra cost. Geo. E. Fern & Company is the official show decorator. Chairs, tables, and other special equipment may be secured from Geo. E. Fern & Company. A packet of information regarding equipment rental and the availability of electrical power will be forwarded to you upon receipt of payment in full for exhibit space. Please refer to the special order forms provided by them for this service and order in advance. All decorations must be flameproof and pass inspection by all legal authorities.

6. **Set-Up Period.** The Exhibit Hall will be open for installation at 1 p.m. on Monday, April 4. Exhibits must be fully installed by 1 p.m. Tuesday, April 5. If the Exhibitor requires special equipment to unload, set up, or reload its display; Geo. E. Fern & Company shall be notified 15 days in advance. No forklifts are allowed on the carpet. All exhibits are installed and removed at expense of Exhibitor.

7. **Show Hours.** Tuesday, April 5, 2011, from 3:00 p.m. – 8:00 p.m.
Wednesday, April 6, 2011, from 11:00 a.m. – 7:00 p.m.

8. Storage of Exhibit Materials. Because of the flammable nature of most packing materials, they cannot be stored inside the Exhibit Hall. Exhibit materials must be properly stored before the show can open and must remain stored until the show closes at 7:00 p.m. on April 6. Empty crates and cases will be removed from the Exhibit Hall and stored free of charge. They will be returned to your space at the end of the show.

9. Security. League will provide security during hours when the show is closed and during move-in and move-out periods. Exhibitors must have an attendant present during hours the trade show is open. League assumes no responsibility for theft or other damage either to person or property sustained by Exhibitor, its employees and representatives. Exhibitor agrees to indemnify and hold harmless League for any property damage or personal injury caused by Exhibitor or by the negligence of the Exhibitor's representatives.

10. Shipping Instructions.

A. Shipment for storage with official trucking company. Prior to March 21, 2011 all shipments should be consigned to the Official Trucking Company as follows:

Yellow Freight
c/o George Fern Company
3500 Booth St.
Kansas City, MO 64129
Electric League Show Booth # _____

B. Shipment direct to your booth. The proper address is as follows:

Overland Park Convention Center
c/o George Fern – Electric League
6000 College Blvd.
Overland Park, KS 66211
MUST ARRIVE April 4-5, 2011 ONLY

****Shipments will not be received at the Overland Park Convention Center prior to April 4, 2011.

11. Uncrating, Erection and Dismantling of Exhibits. If you do not wish to uncrate your exhibit yourself, Geo. E. Fern & Company will have personnel available to handle this work for you at exhibitor's expense. No other decorating company or erection personnel will be allowed on the exhibit floor. The Exhibitor's own personnel may erect their own exhibit, if desired.

12. Removal Period. No exhibit shall be removed prior to 7:00 p.m. on Wednesday, April 6 when show closes. Removal shall be accomplished no later than Noon on Thursday, April 7. Displays not removed by Exhibitor after Noon on Thursday, April 7 will be removed by League. Removal and storage of remaining exhibits will be charged to the Exhibitor and no liability shall be incurred by the League.

13. Admission. Admission to the show shall be by invitation only through tickets distributed by Exhibitors or members of the League.

14. Refunds. Exhibitor will be granted a 50 percent (50%) refund on written cancellation received in the League office before January 7, 2011. No refund will be granted for cancellations received in the League office after January 7, 2011.

15. Hotel Rooms. Overnight accommodations may be made at the exhibitor's discretion and expense. The League has included a list of nearby hotels in the exhibitor brochure.

16. Hospitality Rooms. Arrangements for companies or individuals desiring hospitality rooms may be made by calling Tara Houx at the Overland Park Convention Center, (913) 451-7400. All such arrangements are between the Exhibitor and the Overland Park Convention Center.

17. Non-Endorsement. Acceptance of the contract and exhibition at the convention shall under no circumstances be construed as an endorsement or approval of the goods or services exhibited, or any other goods or services marketed by Exhibitor.

18. Show Ownership. The Trade Show is produced by and is the property of League, which provides all show management functions and establishes all show policies.

19. Concurrent Events. No Exhibitor or exhibiting firm shall be allowed to conduct a formal function such as a hospitality hour, etc., during the official show hours.

20. Cleaning of Booths. Prior to the official opening of the show (3:00 p.m. – Tuesday) the Exhibit Hall and all booths will be vacuumed. Aisles will be cleaned again prior to the opening of the show on Wednesday. Cleaning of individual booths prior to the opening of the show on Thursday will be at Exhibitor's expense.

21. Intoxicants. Exhibitor expressly agrees not to serve, sell or give away any intoxicants in the exhibit hall, and the violation of this agreement shall entitle League to close the exhibit and remove and store same in the manner provided in paragraph 12 of the Trade Show information.

22. Handouts. The distribution of samples and Exhibitor's products, catalogs, pamphlets, souvenirs, or other printed material must be conducted entirely within Exhibitor's booth space, and not in any part of the aisle, other Exhibitors' booth space, or any other of the show premises. Extreme promotional activities will not be permitted. Any article given away or otherwise distributed by any Exhibitor in the exhibit area will be in keeping with the technical character and high standards of the show.

23. Americans With Disabilities Act. Exhibitor is responsible for compliance with Americans With Disabilities Act within exhibit space, i.e. easy accessibility to goods and services, provide assistance when requested, tape carpeting along edges, etc.